

Challenge

Wade Group is a Hamilton-based business that has been customising, adapting and fitting-out vehicles, for a wide range of customers, for more than 20 years. Wade Group needed an operations manual for a one-off mobile vet clinic, but the high demand for their services meant they needed to produce it without taking their engineering team away from upcoming projects. A quality manual would help their client get the most out of their customised vehicle, and increase the value that Wade Group was creating for their client.

Solution

Following their technical writing process, Focus Technical started by meeting with Wade Group to understand their needs, and the needs of the document users. Focus Technical quickly gathered details about both features and limitations, including asking the right questions to draw out details around usability. To determine which information to include, Focus Technical approached the details from the perspective of the document users, then produced a document outline that included the relevant details.

Once Wade Group had given feedback on and approved the document outline, Focus Technical wrote the manual. The document users remained firmly in focus throughout the writing, and Wade Group reviewed a draft for accuracy and completeness.

Supply chain issues resulted in timeline changes and Focus Technical worked flexibly with Wade Group throughout, keeping in touch through site visits, phone calls, and email as appropriate.

Focus Technical took over 100 photos, then edited and included a select number in the manual at strategic points. Once the photos were in place, Wade Group had further opportunities to review the manual, with Focus Technical making updates after each review, until the final version was delivered to Wade Group.

“Focus Technical’s exceptional work on the SPCA vehicle user manual has been invaluable to Wade Group. Their expertise in technical writing has not only delivered a high-quality manual but also freed up our engineers to focus on other critical projects. Kim’s exceptional skills and dedication in technical writing have exceeded our expectations. We are extremely satisfied with the services provided by Focus Technical, and they have become our go-to partner for all our technical writing needs.

~ Carl Fitzwater, Operations Manager

Result

The operations manual, created in a format that Wade Group could easily edit themselves if needed, was targeted at the expected users of the vehicle and served to increase the value Wade Group provided to their client. The manual communicated the capabilities and limitations of the vehicle, and how to operate it in a way that would keep the vehicle working well in the future too. All while the Wade Group engineering team focussed on adding value to upcoming projects.

